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Harborwalk

Sign Graphics System

Phase I Report

Harborwalk

Sign Graphics System

Phase I Report

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Introduction

Harborwalk promises to be another of Boston's most notable urban design projects, holding its place, and sense of place, with such famous sites as the Charlestown Navy Yard, the Esplanade, Public Garden, Boston Common and the other parks of the Emerald Necklace. It must also claim its place among the more contemporary design improvements to the City, including Post Office Square, the Central Artery Depression, the new Northern Avenue Bridge, Rowes Wharf, the new Aquarium and the many other new and planned projects on and adjacent to the Inner Harbor.

In this report to the Boston Redevelopment Authority, the firm of Clifford Selbert Design presents its preliminary research, findings, ideas and initial recommendations for Harborwalk's Sign Graphics System. We define a "sign graphics system" as a wayfinding and environmental communications system — a system which goes beyond signs to embrace the full range of elements in the built environment. Our intent is to create a design approach and vocabulary which best express the character, the quality and the vision of the City of Boston. It must set a new standard of both practical and esthetic excellence. Unique to our city, it will present an engaging, informative and expressive assemblage of three-dimensional design elements to its citizens, visitors and friends, both here and around the world.

The construction of Harborwalk has been divided into four phases. Phase I stretches from Little Mystic Channel in Charlestown to the Fish Pier in South Boston, a distance of 18.6 miles. This document is a Report of Analysis and Recommendations for Phase I and will serve as an overview to the design approach for all of Harborwalk.

Phase I	Charlestown to South Boston
Phase II	South Boston to Neponset River Charlestown/Mystic River to East Boston
Phase III	Charles, Chelsea, Mystic and Neponset Riverwalks
Phase IV	Harbor Islands

The Phase I Harborwalk area has been divided into seven districts for analysis and recommendations:

1	Charlestown Navy Yard
2	Charlestown
3	North Station
4	North End
5	Downtown/Financial District
6	Fort Point Channel
7	South Boston

The Scope of Services* provided by Clifford Selbert Design, Inc. for the Harborwalk Sign Graphics System will proceed through the following phases:

Phase I	Research and Information Analysis Report (Weeks 1-9)
Phase II	Draft Master Plan (Weeks 10-17)
Phase III	Preliminary Design (Weeks 18-22)
Phase IV	Design Development (Weeks 23-31)
Phase V	Construction Documents (Weeks 32-40)

***Additional Services (not included in CSD Scope of Services):**

Phase VI Pre-Fabrication Professional Allowances

Phase VII Fabrication Coordination

Phase VIII Installation Coordination

The design concept for the Harborwalk Sign Graphics System will include the following system components:

- area directional maps
- vehicle and pedestrian orientation signs
- gateway/entrance markers
- informational signs/kiosks on available activities
- historic markers and displays
- markers of vistas and observation points
- water transportation signs
- public convenience identification signs
- signs marking the connections to the inner neighborhoods, the Emerald Necklace, the Riverwalks and the Harbor Islands
- informational and directional signs/kiosks on Harborwalk for high pedestrian areas outside of the Harborwalk area including: Bunker Hill Monument, North Station, Paul Revere Mall, Government Center, Boston City Hall, Faneuil Hall/Quincy Market, National Park Service's Visitor Information Center (State Street), Downtown Crossing, Boston Common Visitor Information Center, Northern Avenue Retail (Restaurant) Strip.
- regulatory/safety signs

The overall design concept will propose:

- hierarchy of sign types
- interrelationship of sign types
- system rationale
- preliminary siting (shown on detailed maps)
- nomenclature and general information content

Criteria

To establish criteria for the evaluation of the factors having the greatest impact upon the realization of Harborwalk's Sign Graphic System, many lists were created, discussed, expanded, reduced. After much analysis and thought, the following were determined to be the critical factors for evaluation.

Identification	<ul style="list-style-type: none">• Harborwalk Identity• Identities of Prime Sites and Destinations• Views/Vistas• Art & Graphics• Open Space• Lighting• Architectural Context
Circulation	<ul style="list-style-type: none">• Orientation (Wayfinding)• Transportation (Land & Water)• Public Access vs. Private (or Restricted) Access• Handicapped Access• Parking• Pedestrians, bicycles, vehicles, boats• Links to Inner Neighborhoods, Emerald Necklace, Riverwalks and Harbor Islands
Historical/ Cultural	<ul style="list-style-type: none">• Cultural• Educational• Historical• Language (Multi-linguality)
Social/ Economic	<ul style="list-style-type: none">• Maritime Resources & Industries• Development (Public/Private)• Recreation
Regulatory Requirements	<ul style="list-style-type: none">• Sign Code & Zoning• Hierarchy of Information (Sign Typology)• Temporary and Permanent Signs• Maintenance & Vandal-Resistance

Criteria

Other Criteria

- Day & Night Use
- All Season Use
- User Groups (Residents, Commuters, Students, Visitors)
- Human Scale

Related Graphics Systems

- Blue Line Harborwalk
- Red Line Freedom Trail
- Black Heritage Trail
- National Park Service

Objectives

The guiding objectives of Harborwalk's Sign Graphics System are to:

- 1) Establish a bold, attractive identity for Harborwalk that reflects the distinct character of Boston.
- 2) Maximize linked physical access (year-round, day and night) for pedestrians, bicycle, vehicular and marine traffic to the Inner Neighborhoods, Emerald Necklace, Riverwalks and Harbor Islands.
- 3) Maximize visual access (year-round, day and night).
- 4) Increase historical, cultural, educational information and recreational activities.
- 5) Accommodate all user groups.
- 6) Reinforce public and private development.
- 7) Reinforce maritime resources and industries.
- 8) Facilitate orientation to public transportation (land and water).

Charlestown Navy Yard District

Overview

The Navy Yard is one of the most dynamic development districts on the Inner Harbor. History synthesized with new development makes it a prime Harborwalk attraction. Also, the relocation of the New England Aquarium to the Navy Yard will increase its already large number of visitors.

Issues

Identification

Analysis

A clash of identities exists in the Navy Yard; The Freedom Trail and The USS Constitution fight for identification alongside private developments and marina facilities. The views are spectacular but viewers are not aware of what they are looking at.

Recommendations

Establish a clear hierarchy with the Harborwalk Identity having precedence at the harbor edge while providing clear links to other graphic systems (Freedom Trail, Charlestown Navy Yard, U.S.S. Constitution). Establish powerful identity points for Harborwalk at key locations which are visible day and night from other points in the Navy Yard and along Harborwalk. Provide interpretive information regarding views, historic information, etc.

Circulation

Analysis

The entire Navy Yard is accessible by foot, auto, bus, tourist vehicles, boat and water taxi. It is not clear where to start or stop, what's what, or what's where. It's simply confusing. Harborwalk must be strongly linked to both the Navy Yard and the Charlestown neighborhood.

Charlestown Navy Yard District

Recommendations

Establish clear points of reference to access each type of transportation. Establish a simple, identifiable system for parking and public transport vehicles. Install visible signs that clearly link the attractions of the Navy Yard to Harborwalk.

Historical/Cultural

Analysis

The Navy Yard is the site of some of the great moments in Boston history, some well-known and highly visible (USS Constitution), some less known and less visible (The Rope Walk). Recreational activities are available, though not well-emphasized. Marine activities are integral, but not always visually accessible. Museums exist, but are not particularly visible nor well-promoted.

Recommendations

Maximize access to the riches of the area's history, culture, industry and recreation. Construct viewing towers at the Boston Sailing Center and at Pier 10. Use gateways, banners, public art, pavement materials and markings to reinforce axes that draw people from the harbor's edge into the Navy Yard and from Charlestown and the Navy Yard to the harbor's edge. Install signs, lighting and other elements that guide and attract people day and night. Create exhibits with nautical themes that inform and enliven the public experience.

Social/Economic

Analysis

Some of Boston's richest maritime resources are present in the Navy Yard: marinas, docking facilities, drydocks, along with public and private development, which together create a vital new mixed use neighborhood.

Charlestown Navy Yard District

Recommendations

Highlight areas of new development with the Harborwalk identity. Coordinate this effort with the BRA, National Park Service and private developers in the Navy Yard.

Regulatory Requirements

Analysis

City of Boston, National Park Service and private development signs form a cacaphony of imagery and information. This discord results in misinformation, decreased use and inefficient maintenance.

Recommendations

Standardize all Navy Yard regulatory signs including street, identification, directional, parking, regulatory, etc. Create a hierarchy of information, imagery (symbols), nomenclature, materials and installation methods.

Charlestown District

Overview

The Charlestown District is in a dramatic state of transition, especially in the City Square, Route 93 and Tobin Bridge street/access improvements. Its ultimate success is dependent upon its accessibility to such sites as Tudor Wharf, Little Mystic Channel and the Navy Yard.

Issues

Identification

Analysis

The Charlestown District currently has no clear identity. Its architectural context is diverse and not distinct. The Charlestown Bridge is its greatest potential asset as a public thoroughfare "connector" and as a viewing platform. The Red Line of the Freedom Trail and small signs for the U.S.S. Constitution provide the only hope of finding one's way.

Recommendations

The Bridge must maximize the Harborwalk identity. Consider banners, lighting, new paint and bold dimensional elements to powerfully integrate the Charlestown Bridge as a design component of Harborwalk. Because it is the only direct land link from Charlestown (and the Navy Yard) to the rest of Boston, the Charlestown Bridge is perhaps the most critical "connector" in all of Harborwalk! Reinforce views and connections to the Harbor and the Charles River Dam and MDC locks. Create a powerful central identity element at this location — connect new developments to the Charlestown Bridge by promoting it as a dynamic, civic improvement to the urban design of Boston.

Emphasize the bridge as both a connector and viewing area, with a Visitor Information Center located somewhere along its span. Provide information and historic/cultural exhibits along a covered, all-season walkway to encourage pedestrian circulation and to create visual interest.

Circulation

Analysis

The Bridge should be a clear link between the North End and Charlestown. But at its ends, especially the Charlestown end, the link is confusing and threatening, being especially invisible to pedestrians.

Recommendations

Introduce bold Harborwalk identity elements and directional signs. Clarify all linking points and introduce information signs and elements to keep the walk lively and interesting for both Charlestown residents and visitors. Reinforce connections to the Navy Yard, Bunker Hill Monument, Little Mystic Channel, and to Riverwalk and the Memorial Drive promenade beyond.

Historical/Cultural

Analysis

The Charlestown Bridge offers outstanding views to the Harbor — in all its glory, past and present.

Recommendations

Introduce interpretive signs and historic information on the bridge to inform and educate pedestrians, bicyclists and drivers. This will maximize the Harborwalk experience on the bridge.

Social/Economic

Analysis

The Charlestown Bridge has the best view of the MDC locks which is a tremendous educational resource. Views of, information about, and physical connections to them must be maximized.

Recommendations

Install identity, informational and directional signs on the bridge and at points of access to the locks. Provide additional lighting, all-season covered walkway (on at least one side), and protection from vehicles.

Regulatory Requirements

Analysis

The maze of public and private development, signs, road construction, traffic barriers and hodgepodge of architectural types has created a completely unappealing and inaccessible environment.

Recommendations

Develop standards for temporary signs, barriers, etc. that integrate with Harborwalk and communicate information during any construction process. Temporary structures at private developments offer great opportunities to educate people about the physical attributes of the Harbor in the past, present and future.

These temporary exhibits must be required of private development along the length of Harborwalk. They will help maximize access to and use of the waterfront throughout the year.

North Station District

Overview

The North Station District is at the junction of the Charles River and the Inner Harbor. While only connecting directly to Harborwalk at the intersection of the Charlestown Bridge, Causeway Street and North Washington Street, this district is an important connection to Harborwalk. An extensive renovation of the existing North Station/Boston Garden complex is planned. As proposed, the plan calls for renovation of the existing MBTA station and Boston Garden into a multi-use office, hotel, retail, transportation and recreational complex. This will be one of the most important and highly used areas in the entire city.

Issues

Identification

Analysis

The North Station area is dense, diverse and often overlooked. Transportation, sports facilities and architecture have created a major urban portal, though presently it is not a place to stop and enjoy the resources and value of this district.

Recommendations

Maximize the uniqueness of this district. Install primary orientation elements such as gateways, identification signs and exhibits that display the diversity and history of the area. Clarify links to surrounding neighborhoods and features.

Exhibits for the Charles River/Inner Harbor Connection, MDC locks, Charlestown Bridge, and North Station could offer exciting information regarding this changing urban and social environment adjacent to Harborwalk.

Circulation

Analysis

Although the North Station district is a hub of transportation and is linked directly to the North End, MDC Locks, the Charlestown Bridge, and indirectly to the Charles Riverwalk and the Esplanade, its paths are not clearly marked.

Recommendations

Install clear directional information markers for commuters, pedestrians, bicyclists and vehicles throughout the district. Clarify pathways to all adjacent distinct features with a directional sign system and integrate with all public transportation signs.

Historical/Cultural

Analysis

The North Station area has long been a center of transportation and change. It includes the Bulfinch Triangle, where much of Charles Bulfinch's early 19th century brick industrial architecture still stands.

Recommendations

Install exhibits tracing the dynamic history of architecture, transportation, the technical and mechanical functions of the MDC locks, and the connection to the Charles Riverwalk and the Esplanade.

Social/Economic

Analysis

The North Station District stands throughout Boston's history as a center of change and renewal. The Boston Garden is one of the most famous sports venues in the nation. Today it stands at the doorstep of a dramatic transformation.

Recommendations

The character of Boston as a sports city can be displayed through exhibits, both permanent and changeable. Exhibits can display an illustrious sporting past and present new development plans for the future.

Regulatory Requirements

Analysis

Just as the Charlestown area has changed, the North Station area is about to undergo a catalytic construction process. Temporary signs and construction barriers will soon dominate the neighborhood while an enormous concentration of cars, trains and people will continue to move through this portal every day.

Recommendations

Establish temporary sign standards for information and education. Construction barriers must become a resource for information and entertainment. Developers must take a prime responsibility to meet new standards to provide the public with an unexpected and positive experience throughout the construction process.

Develop sign graphics standards for all regulatory, street and directional signs.

North End District

Overview

The North End is one of the city's most dynamic neighborhoods. Its mix of historic, residential, commercial, culinary and recreational uses keeps it a lively attraction for residents and tourists alike.

Issues

Identification

Analysis

The architectural context of the North End is diverse yet unified. Active waterfronts, residences, recreational areas, views and landmarks enrich this neighborhood.

Recommendations

The best of the North End must be highlighted. Maximize its identification and its views to Charlestown and the rest of the Harbor. Install prime identity markers along Hanover Street and Commercial Street orienting people to Harborwalk. The recreational activities in the North End — from bocce to skating to summer festivals — are year-round and must be identified and promoted. Create a Visitor Information Center at the entry to the US Coast Guard Base as an amenity (especially since Harborwalk will not pass through the base due to security concerns).

Circulation

Analysis

The North End connects Copp's Hill to the water, and the views are dramatic. Parking is limited and the paths are not clearly marked. Private waterfront developments may be perceived as obstacles, though only the Coast Guard base offers an actual deterrent to free circulation.

North End District

Recommendations

Install directional signs to clarify paths and parking. Emphasize all connections to the neighborhood, recreational facilities and the waterfront. Review with the Coast Guard authorities whether access adjacent to the facility can be obtained. If possible, a viewing platform can be constructed to allow visual access and provide educational information.

Historical/Cultural

Analysis

The North End contains Copp's Hill Cemetery and Terrace, Old North Church, the Paul Revere House and the John Hancock House. Its pattern of wharves is an aspect that is pure Boston. The Freedom Trail is especially rich in historical information in the North End. Also, the complex history of cultural transition by successive waves of immigrants who have settled in the North End is an excellent subject for exhibits. The history and cultural identity of the North End combine to create one of the city's great tourist attractions.

Recommendations

Install primary exhibits at historic points and along the wharves. This area deserves special attention and must have exhibits at a variety of scales.

Social/Economic

Analysis

The North End is home to many of Boston's greatest restaurants. It also is the center of intense waterfront development.

North End District

Recommendations

City signs and lighting must reinforce the extraordinary nature of the economic resources of this district. It must be emphasized day and night with changing, dynamic exhibits (for example: displaying the maritime fishing industry in an educational exhibit called "From the Sea to the Dinner Table").

Regulatory Requirements

Analysis

Like other areas, conflicts of information abound. Signs come in all shapes and sizes and contain information of diverse nomenclature, hierarchy and value.

Recommendations

Develop and implement sign graphics standards for all regulatory, street and directional signs — all integrated into the character of the streetscape.

Downtown/ Financial District

Overview

The Downtown/Financial District marks a center point in Phase I of Harborwalk. Historic and cultural features include the New England Aquarium on Central Wharf (moving to Charlestown), Long Wharf, and Waterfront Park, with connections across the Central Artery to Faneuil Hall/Quincy Market, the Custom House, Old State House, Government Center and Boston Common. Commercial features include Rowes Wharf, many parking structures, and the nearby Financial District. Residential features include Harbor Towers and Rowes Wharf, with the Boston Harbor Hotel (Rowes Wharf) and Marriott Hotel (Long Wharf) for visitors and businesspeople. This district will potentially have one of the highest levels of activity on Harborwalk and will serve as a dominant portal to the harbor.

Issues

Identification

Analysis

When residents and visitors think of the Boston Waterfront, they often visualize this district. However, their views are dominated by the commercial and cultural attractions and not by the waterfront itself. In this sense, the waterfront has no identity, though the new park at the end of Long Wharf is a very positive step.

Recommendations

Establish powerful points of identity for Harborwalk at Long Wharf, Central Wharf, Waterfront Park, Harbor Towers and Rowes Wharf. These identity points must be visible from a great distance and reinforced by a directional "trailblazing" system, exhibits and information.

Harborwalk's identity must have precedence, while reinforcing graphics elements identifying the other features of the district.

Circulation

Analysis

The Downtown/Financial District extends from Government Center to the waterfront. The paths to the waterfront reflect both historic and contemporary Boston. All forms of land and water transport are located here, which reinforce the importance of the district. However, the path is currently only "discovered", and never is the pedestrian, bicyclist or driver "directed" to the waterfront itself. These paths, and the potential distribution points (not located on Harborwalk) of Harborwalk information must be determined.

Recommendations

Install signs and lights along prime pathways to direct all users to Harborwalk and its features. Provide Harborwalk Information distribution points in Government Center, the Old State House and the Boston Common Visitor Information Center and link them to the waterfront with a clear "trailblazing" (wayfinding) directional system of signs, exhibits and information.

Provide Visitor Information Centers (information kiosks) at primary points of arrival, such as Long Wharf and Rowes Wharf. Clearly identify all forms of land and water transportation and parking. Maintain the idea of the "Blue Line" Harborwalk while integrating its design into the finished "kit of parts" for the Harborwalk Sign Graphics System.

Historical/Cultural

Analysis

The Downtown/Financial District is where Boston began as a true city. Its illustrious natural and social history is an extraordinary story — one that draws visitors from around the world. Often, though, to explore the history, the visitor must rely on guides and guidebooks; it is not written on the streets.

Recommendations

Exhibits, information kiosks, banners, sculpture and public art, pavement markings, viewing towers and gateways must abound in this area. The public must be attracted, engaged and inspired by these elements and encouraged to return.

Social/Economic

Analysis

Public and private funds dedicated to development have renewed this district and made it a model for waterfront development throughout the world. This momentum must be maintained and reinforced.

Recommendations

New developments must encourage clear access to all waterfront points. Create public Harborwalk corridors that harmoniously traverse private properties, incorporating Harborwalk identity, information, directional and exhibit signs with other dimensional elements.

Regulatory Requirements

Analysis

Due to the popularity and density of this area and corresponding traffic, public and private signs abound, creating visual and informational conflict. New sign graphics standards must be developed and implemented to establish clear and consistent environmental communications.

Recommendations

Implement new Harborwalk sign graphics standards in the district, incorporating all parking, directional and other regulatory/restrictive information, taking special care to address the difficult information problems resulting from the Central Artery Depression.

Fort Point Channel District

Overview

"The mix of uses around the channel and the channel's physical configuration create a unique district in the inner Harbor." As this quote indicates, the cultural and physical growth potential of the area is unmistakable, and the area promises to be a dynamic expansion of the city's center. Features include the Tea Party Ship, Children's Museum, Computer Museum, the Northern Avenue, Congress and Summer Street Bridges, South Station, Federal Reserve Building and Russia Wharf.

Issues

Identification

Analysis

Fort Point Channel is developing a strong identity as a result of its physical and cultural development. This area features a combination of public art and graphics, new businesses, institutions and loft residences with its bridges being dominant elements. Architecturally significant, the bridges form essential links between the city's neighborhoods and afford an exceptional sequence of views to the Harbor.

Recommendations

Establish and clarify the identity of Harborwalk on the bridges of Northern Avenue (both existing and new), Summer and Congress Streets, as well as the bridges of Dorchester Avenue and Broadway Street. The characteristics of the district as an artist and designer community should be expressed in the public art and exhibit elements.

Circulation

Analysis

The bridges of Fort Point Channel provide an excellent link for vehicles, but a poor link for pedestrians. Access to the Channel from South Boston, the South End and Chinatown is difficult and limited. Harborwalk in Fort Point Channel must be "created" through under-bridge links and new pathways on both sides of the Channel. Links (via Summer Street/Winter Street) will connect Harborwalk to the Downtown Crossing commercial district and to Olmsted's Emerald Necklace at Boston Common. The pedestrian must pass through a security booth at the entry to the US Postal Service and is barred from completing the channel "loop" by the Gillette headquarters complex.

Recommendations

Emphasize the pedestrian experience with new walkways, signs, information and exhibits at the bridges, along the water and along connector streets. The Northern Avenue Bridge offers a tremendous opportunity for creating a vibrant Boston focal/orientation point where commerce and recreation intersect. The Summer and Congress Street Bridges need to offer pedestrian protection from the elements. Install a "Walk to the Channel" directional system from the Boston Common to this district's waterfront.

Historical/Cultural

Analysis

Fort Point Channel is a place of revolution and renaissance. It offers excellent opportunities to tell Boston stories through all ages, from yesterday's Tea Party to the artist loft spaces of today.

Recommendations

Install exhibits that explore the nature of "revolution and renaissance" in Fort Point Channel. Exhibits can be focused on the bridges, maximizing the views along the length of the Harbor. Incorporate public art pieces created by the Fort Point Channel's vigorous art and design community. Create a new visitor information center on (or adjacent to) the Northern Avenue Bridge.

Install new integrated exhibits at the primary features of the area, including the museums and the Tea Party Ship.

Social/Economic

Analysis

The mix of uses in this district offers great potential for its future vitality. New commercial and artistic components can be created along the channel — particularly on and near its bridges. Excellent educational and promotional opportunities exist throughout the district.

Recommendations

Create exhibit kiosks that can be rented by museums, commercial enterprises and other groups. The revenue generated can begin to serve the maintenance needs of Harborwalk and its public information system.

Regulatory Requirements

Analysis

The Museums of Fort Point Channel have installed their own "illegal" directional system of signs throughout Boston. The result is visual clutter throughout the city and the district.

Recommendations

The new sign system will create standards addressing all the graphics and information needs of the prime sites and destinations in this district of Harborwalk. The result will be a clear hierarchy of identification, directional, exhibit and regulatory information.

South Boston District

Overview

The South Boston District offers a "close-up" view of the working piers of Boston, as well as a thriving new center for international trade.

Features include the World Trade Center, Boston Design Center, the Boston Marine Industrial Park, the Fish Pier and some of the city's most popular restaurants.

Issues

Identification

Analysis

The South Boston District is the highpoint of Boston's "working waterfront" and is the City's newest and most exciting frontier for development (Commonwealth Pier and, possibly, Fan Pier). The character of the area is unfortunately misperceived by the public and as a result, the area is underutilized. While only 3 miles of Harborwalk will be developed in Phase I, South Boston will possess one of the largest Harborwalk sections in its completed form.

Recommendations

Establish a powerful Harborwalk identity along Northern Avenue with gateways and portals to the sea. Along the waterfront, install banners and wind sculptures to be viewed from land and sea.

Circulation

Analysis

Connected directly to the Northern Avenue Bridge, the South Boston District will become the true center of Harborwalk at the completion of Phase II.

Today, however, a visitor must either discover it or already know that it exists. The Seaport Access Road, Third Harbor Tunnel and Central Artery Depression will have significant impact on the area. As a result, paths to South Boston need a new emphasis and identity, which will emerge as a core circulation route to the "New Boston".

Recommendations

Install new directional sign system highlighting the varied features of the South Boston District. Emphasize points of arrival and transition and direct people from Northern Avenue to the "working waterfront".

Historic/Cultural

Analysis

The South Boston District today is the focus of the working waterfront. With the depression of the Central Artery and new development on Fan Pier and Commonwealth Flats (Phase II of the World Trade Center), it promises to be more closely linked to the other city neighborhoods.

Recommendations

Install a Visitor Information Center at Commonwealth Pier. Install exhibits focused on South Boston's colorful history, the theme of the "working waterfront" and trace the history of the piers through the new era of the district's "working piers".

Social/Economic

Analysis

The Fish Pier and the Marine Industrial Parks are Boston landmarks. Their importance and personality are forever a part of Boston's character. New development must address the character and context of the district.

Recommendations

The Harborwalk Sign Graphics System must focus on providing information on the history and planned future of Boston. Exhibit, visitor information centers and other dimensional elements must display and promote Harborwalk.

Regulatory Requirements

Analysis

A significant era of construction will soon dominate the South Boston District. During this phase, it is critical that regulatory signs take on an expanded new role in informing and directing the public.

Recommendations

Combine regulatory signs and construction barriers into a new series of public information exhibits. The exhibits will promote the changing face of the city while gracefully integrating regulatory information.

Identification

- Establish a distinctive identity (logo) for Harborwalk to be used on all appropriate sign types, print promotions and other media applications.
- Install bold identity elements (sculpture, banners, gateways, etc.) that can be clearly viewed from land or sea at great distances.
- Establish Visitor Information Centers (kiosks) at key points in each district along Harborwalk, including: Charlestown Navy Yard, the New Aquarium, City Square, Charlestown Bridge, North Station, North End Playground, USCG Station, Hanover Street (at Commercial Street), Long Wharf, Rowes Wharf, Northern Avenue Bridge, Congress Street Bridge, USPS Facility, Commonwealth Pier, the Fish Pier and Boston Marine Industrial Park.
- Establish gateways/portals at key entrances to districts and on key pathways on the "Walk to the Sea".
- Establish a distinctive lighting system for Harborwalk that highlights the pathway and accentuates features such as the U.S.S. Constitution, Charlestown Bridge, Long Wharf, Northern Avenue Bridge and the Fish Pier.

Circulation

- Install wayfinding ("trailblazer") system throughout all districts to direct people to and along Harborwalk.
- Locate new gateways and directional signs on the primary and secondary pathways both on the "Walk to the Sea" and Harborwalk.
- Reinforce all pathways with a new, distinctive lighting program.

Circulation (*continued*)

- Establish a directional sign system that incorporates all existing sign types (such as Children's Museum) to reduce visual clutter.
- Consider installation of an electronic map and information system.

Historic/Cultural

- Establish themes for the exhibits in each district creating a distinct "identity" (for example: "The Working Waterfront" theme for the South Boston District.)
- Install innovative exhibits and information signs highlighting key features, views, etc. throughout the Harborwalk area.
- Install exhibits at all construction sites and connectors to enliven these areas and inform residents and visitors.
- Create "viewing towers" at selected points to enhance the views and experience of Harborwalk.

Social/Economic

- Require private developers to contribute a percentage of their construction costs to pay for the cost of Harborwalk in their development area. These funds would also be used to provide wayfinding and environmental communications, temporary and permanent signs, exhibits, visitor information centers, and other site amenities.
- Use and reinforce Harborwalk as an educational tool in cooperation with the Boston Public Schools and other institutions of learning throughout the Commonwealth, the nation and the world.








Regulatory

- Establish a Harborwalk Sign Code as an addendum to the Boston Sign Code that incorporates and identifies all sign types, their purpose, application and use.
- Develop a new system of sign types for all regulatory signs in the Harborwalk Districts.
- Incorporate the Harborwalk logo, color and material palette into all appropriate regulatory signs.



Harborwalk

Phase I Districts

- 1**  Charlestown Navy Yard
- 2**  Charlestown
- 3**  North Station
- 4**  North End
- 5**  Downtown/Financial District
- 6**  Fort Point Channel
- 7**  South Boston

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